

MEDIA RELEASE

BIOVITALIS Becomes a Certified B Corporation™: Croatian Brand Joins Global Movement for More Responsible Business

BIOVITALIS, the Croatian brand of natural cosmetics and dietary supplements, has achieved Certified B Corporation™ status, joining a global community of companies verified as meeting high standards for social and environmental performance, transparency, and accountability.

The certification is awarded by the independent **non-profit organization B Lab™**, confirming that BIOVITALIS operates in accordance with verified standards encompassing impact on the environment, employees, community, and customers. In the B Corp name, **B stands for “benefit”—for people and the planet, not just shareholders.**

Founded in 1996 as a family initiative inspired by medicinal herbs, BIOVITALIS is today led by Ivana Zagorec Kolednjak, M.Pharm., and her husband Stjepan. The company develops products that blend traditional herbal knowledge with pharmaceutical expertise, with a strong emphasis on quality, safety, and efficacy.

B Corp certification is integrated into BIOVITALIS’s operations at every level—from product development to relationships with employees, partners, and the environment. This embeds our purpose and plans for positive impact in our company DNA, ensuring we are constantly aware of our impact on people and the planet.

This approach is reflected in concrete projects: from **educating pregnant women** on the importance of natural solutions and programs teaching children about **sustainable production and entrepreneurship**, to **donations for equipping spaces** dedicated to children with developmental difficulties and creating educational materials to support mental health.

The company places a special focus on **reducing its environmental footprint** through responsible resource management. Most of the **energy for production and business processes is provided by its own solar panels**, while the facility itself is designed according to high energy efficiency standards. In product development and manufacturing, BIOVITALIS continuously seeks **solutions to reduce CO₂**

emissions and optimize processes. Further strides are being made toward **sustainable packaging, including reducing plastic content and selecting eco-friendly materials.** Sustainability is also integrated into the supply chain through collaboration with partners who share the same values, ensuring that **environmental responsibility** follows the product from raw material to the shelf.

Our business practices are **certified on environmental, social, and governance standards.** We strive to be transparent and accountable for our impact, and adapt our practices to reflect evolving social and environmental issues—aligning with consumer demands and values.

BIOVITALIS is part of a global movement working to benefit people and the planet.

About B Lab™

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the global B Corp community towards collective action to address society's most critical challenges, and we collaborate with governments, academia, coalitions, and other institutions to drive economic systems change.

About Certified B Corporation™

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability.

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